

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
AUG10/12 17.4
*** WFLA-TV ***

REP HEADLINE# 6273763
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG10/12 17.4
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500P-530P	30		\$850.00	8/21	8/21	1		TUE	1
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
5			530P-600P	30		\$850.00	8/16	8/16	1		THU	1
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
6			530P-600P	30		\$850.00	8/20	8/21	2		M-TU	2
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
7			600P-630P	30		\$2,000.00	8/20	8/20	1		MON	1
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
8			700A-900A	30		\$500.00	8/18	8/18	1		SAT	1
PROGRAM : TODAY SHOW SAT												
CON COM1: TODAY SHOW SAT												
9			630P-700P	30		\$3,500.00	8/19	8/19	1		SUN	1
PROGRAM : NBC SUN NEWS												
CON COM1: NBC SUN NEWS												
10			600P-630P	30		\$900.00	8/19	8/19	1		SUN	1
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
AUG/12 13100.00												CONTRACT TOTAL 13100.00
												TOTAL SPOTS 11

MARKET TOTALS \$49,140 WFLA 27% WFTS 30% WTSP 11% WTVT 28% WTOG 0% WTTA 1% WMOR 0%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE EXCEPT FOR WTVT, WHICH IS ESTIMATED

SVC- NSI BOOKS- AUG/12

DEMOS- RA35+*

Abar Hutton Media
6190 Grovedale CT #200
Alexandria VA 22310

Bill Nelson/ D/ State Senate/ FL
Submission Number 717 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Bill Nelson/ D/ State Senate/ FL	Submission Cost:	13100	Campaign Ref:	E:120813010
Buyer:	FL	Client/Product/Estimate:	/ /543	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06273763
Est./PO Number:	06273763	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Bill Nelson For Sena	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 6a News ..W....	03	850	30 Comme	Nbr of Spots	1	1	850
2	M-F 7a Today Show .T.....	03	1100	30 Comme	Nbr of Spots	1	1	1100
3	M-F 5p News ...F...	04	850	30 Comme	Nbr of Spots	1	1	850
4	M-F 5p News .T.....	04	850	30 Comme	Nbr of Spots	1	1	850
5	M-F 530p News ...T....	04	850	30 Comme	Nbr of Spots	1	1	850
6	M-F 530p News MT.....	04	850	30 Comme	Nbr of Spots	2	2	1700
7	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
8	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	1	1	500
Sun 630p ET / 530p CT NBC Nightly								
Weekly Totals: Total Spots(Ord Spots)					6	5	11	

Bill Nelson/ D/ State Senate/ FL
Submission Number 717 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33607

PHONE (813) 228-8888

Original

Submission Cost:	13100
Client/Product/Estimate:	. / 1543
Weeks:	2
Contract type:	Political

Campaign Ref:	E:120813010
Sales Rep:	HRP Washington, DC
Order Ref:	06273763
Business Type:	POLITICAL
Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate		Spot Type	08/13	08/20	Total	Cost
9	NewsS	02		3500	30 Comme	1		1	3500
10	Sun 6p NewsS	02		900	30 Comme	1		1	900
Weekly Totals: Total Spots(Ord Spots)						6	5	11	

Grand Totals

		Month 8 Weeks: 4	
		08/13	08/20
Totals			
Spots	11		6
Cost	13100		7450
			5650

Grand Totals:

Spots: 11

Gross Total: 13,100.00

Commission: 1,965.00

Net Total: 11,135.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**
To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3
Station and Location:**Date:**

6/26/12

I, Shelli Hutton,being/on behalf of: Bill Nelson for Senate, a legallyqualified candidate of the Democrat politicalparty for the office of: US Senatein the Generalelection to be held on: 11/06/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	as ordered	M-S			

Total Charges: \$ Gross \$ net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Bill Nelson for US Senate 1516 E Colonial Dr #101 Orlando FL 32803 407-704-7980

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

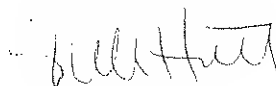
Peggy Gannon

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

6/25/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Bill Nelson for Senate
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does** ☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Shelli Hutton-authorized media buyer

printed name

6/25/12

date